

INDUSTRY NEWS

The following companies support ASCO's national programs and activities benefiting the schools and colleges of optometry in the U.S. and Puerto Rico.

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Transitions Awards "Students of Vision" Scholarships

Transitions

Supported by the Transitions Healthy Sight for Life Fund, the Students of Vision scholarship program awarded scholarships to optometry and opticianry students from the United States and Canada. This year's theme was "Focus on Children's Vision." Projects were judged by Transitions Optical representatives, eye care professionals, and marketing specialists. To encourage creativity and a wide range of interpretations, projects were accepted in three categories: Activity/Event, Multimedia, and Other. The Fund awarded \$1,000 scholarships for first place. Additional winners received \$500 scholarships.

"Switching the focus this year to children's vision enabled the students to take a creative look at how they would interact with young patients," said Carole Bratteig, professional development and education manager, Transitions. "We could not be more pleased with the entries received this year. I have faith that the next generation of patients will be in good hands with these students of vision."

Winning entries will be featured on the Transitions Healthy Sight for Life Fund website, www.HealthySightforLife.org.

Winning Optometry Entries:

- First place, Activity/Event: Nicole Pogue, University of Missouri–St. Louis
- Video of on-site program, Elementary School Presentation
- First place, Multimedia: Trung Tran, Southern California College of Optometry

- Video, "Jack Goes to the Eye Doctor"
- First place, Other: Doua Lor, Salus University
- Education piece, "Olly the Owl Healthy Eyes Fowl"
- Additional winners: Pravina Patel, Nova Southeastern University; Marilyn Zuniga, Illinois College of Optometry; Amy Lin, The Ohio State University; Naomi Aguilera and Leslie Rosenthal, Nova Southeastern University

B+L Sponsors Educational Series

BAUSCH + LOMB

The Academy of Vision and Eye Health Series, sponsored by Bausch + Lomb, is an educational series that promotes discussion of the latest trends and needs in vision care and the role of eye care professionals in protecting the eye health of their patients. The goal of the series is to challenge optometrists to think about the founding principles of optometry: providing superior vision and eye health to patients. Additionally, the programs discuss the art of refraction, optics, patient education and compliance, patient communication, and practice dynamics.

Programs have been held at Indiana University School of Optometry and Southern California College of Optometry. Each program has included members of the university faculty and local eye care professionals who provided their perspectives on how optometry is currently being practiced and how it may change with the optometrists of the future. Both programs were moderated by Tom Quinn, OD, MS, Athens, Ohio.

"This unique opportunity to participate in the B+L Academy of Vision and Eye Health Series allowed

educators and practitioners to share insights into the changes in practice prescribing habits,” said Harue J. Marsden, OD, MS, Associate Professor, Chief, Cornea and Contact Lens Department, Southern California College of Optometry. “Many of these challenges have been gradual and often overlooked. This fresh perspective of integrating the changing dynamics of optometric education and clinical practice allowed me to reflect on how to integrate the two more comprehensively.”

Dr. Rhonda Robinson, Indianapolis-based optometrist, said, “I think this is an important series because there’s no question in my mind that, as a profession, we have really forgotten our identity. Who we are and what we do, first and foremost, is provide the very best vision for everyone who walks in our office. And I think somewhere along the way we have become desensitized as to just how important a responsibility that is.”

According to the company, this series is designed to harness the rich and varied experiences of eye care professionals across the nation. It promotes engagement with and dialogue among the eye care professional community. The series is ongoing, and the next installment is in the early planning stages.

Vistakon Launches First SiHy Daily Disposable Contact Lens in U.S.



Vistakon, Division of Johnson & Johnson Vision Care, Inc., received FDA clearance to market narafilcon B, the first and only silicone hydrogel daily disposable contact lens in the United States. The company will market it under the name 1-Day Acuvue TruEye Brand Contact Lenses.

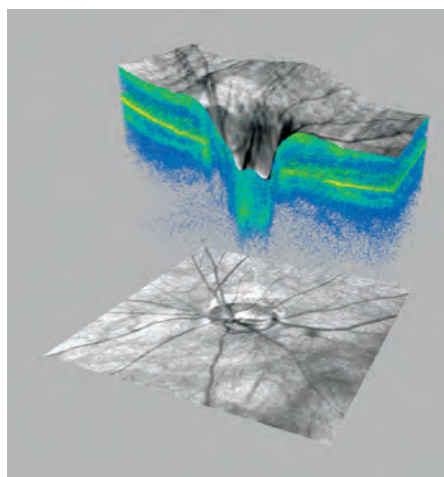
According to the company, an ongoing 1-year, 94-subject, randomized, investigator-masked, parallel group

study compared patients wearing 1-Day Acuvue TruEye with patients who have never worn contact lenses. After 1 month of wear, 1-Day Acuvue TruEye was shown to have no significant effect on the ocular surface of the eye as compared to non-contact lens wearers across five of six contact lens-related measures associated with eye health. In addition, 1-Day Acuvue TruEye was shown to provide high levels of comfort from morning to night, comparable to wearing no lens at all.



Carl Zeiss Expands Diagnostic Capabilities

Carl Zeiss Meditec, Inc., expanded its glaucoma diagnostic capabilities with new software for the Cirrus HD-OCT. Software version 5, featuring optic nerve head analysis, provides automated identification of the optic disc and cup boundaries. The analysis is generated using the existing Optic Disc 200x200 data cube and a new proprietary Zeiss algorithm. This algorithm is designed to precisely measure the neuroretinal rim, while accounting for tilted discs, disruptions to the RPE and other challenging pathology. Optic nerve head calculations are presented in a combined report with RNFL thickness data. In addition, the boundaries of the cup and disc are displayed on the en face image, integrated with the RNFL thickness deviation map.



Allergan Receives FDA Approval for Zymaxid



Allergan, Inc., received FDA approval for Zymaxid (gatifloxacin ophthalmic solution) 0.5%, a topical fluoroquinolone anti-infective indicated for the treatment of bacterial conjunctivitis caused by susceptible strains of the following organisms: *Haemophilus influenzae*, *Staphylococcus aureus*, *Staphylococcus epidermidis*, *Streptococcus mitis group**, *Streptococcus oralis**, *Streptococcus pneumoniae*. Zymaxid is the highest concentration gatifloxacin ophthalmic solution on the market in the United States.

According to the company, the efficacy of Zymaxid was assessed in two multicenter, double-masked, randomized dual-arm comparison studies involving 1,437 patients receiving either Zymaxid or vehicle. In the clinical studies, the efficacy of Zymaxid was defined as complete clearance of conjunctival hyperemia and conjunctival discharge, and when all bacterial species present at baseline were eradicated. Results of these studies demonstrated that at day 6, complete clearance of conjunctival hyperemia and conjunctival discharge was achieved in 58% of patients (193/333) treated with Zymaxid compared to 45% (148/325) in the vehicle group.

* Efficacy for this organism was studied in fewer than 10 infections.